

2019 CIWEA ANNUAL CONFERENCE

ON THE RISE: BUILDING A BETTER INTERNSHIP PROGRAM

MARCH 28-29 • 2019
HAMPTON INN & SUITES, NAPA CA

MARCH 27 • 2019
PRE-CONFERENCE WORKSHOP
FOR NEW PROFESSIONALS



California
Internship & Work
Experience Association

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CIWEA BOARD PRESIDENT'S MESSAGE

March, 2019

Welcome Colleagues!

With the growing importance and recognition of internships, we too are on the rise--rising to the many challenges of supporting internships, whatever our role. As internship practitioners and/or partners, we are constantly building, maintaining, and improving our programs to adapt to the changing workforce, employer and student needs. While this state of flux is full of possibilities for more and better, it can also be exhausting. That's why we offer this Spring conference-- a chance to step away, reassess, rejuvenate and reconnect with each other. Learning from experts and each other about how to run our programs more effectively and efficiently is a primary outcome that we aspire to, along with making and maintaining our friendships and connections that help so much in the months between our annual gatherings.

Please be sure to make the time to take care of yourself along with the needs of your program. Reach out to a friend (old or new), take a walk, sip some wine—make this time count in every way you need. Our next two days together are designed specifically to arm you with the tools, information and connections to assess and meet the needs of your program and, in turn, support both our students and our employers in preparing our workforce for success.

Welcome to our 2019 Conference. Welcome to beautiful Napa. Welcome to CIWEA.

We are glad you are here.

Sincerely,

Brook

Brook F. Oliver, M.S.
President, CA Internship & Work Experience Association
Counselor, Applied Technologies
Professor, Career & Personal Development



2019 CIWEA Annual Conference

On the Rise: Building a Better Internship Program

Hampton Inn & Suites
Napa, CA
March 28-29, 2019

Table of Contents

President's Message	2
Schedule at a Glance	4
Featured Presentations	6
Workshop Descriptions	9
Awards	12
Scholarships	14
CIWEA Board of Directors	15
Notes	17
Hotel Map	21
Sponsors	22

THURSDAY, MARCH 28

8:00am - 9:00am: Check In, Registration and Networking | *Turner B*

9:00am - 10:15am: Keynote Presentation | *Turner B*

No One is Unemployable!

Elisabeth Sanders-Park | WORKNET SOLUTIONS

10:15am – 10:30am: Break

10:30am - 11:30am: Workshops

- **Revamping Work Experience for Online Tracking & Partnership Building (2 yr)**
Shawn Fawcett | Turner B
- **Jobspeaker Presentation - GOLD SPONSOR (All)**
Jarlath O'Carroll | Turner A
- **Best Practices & Strategies for a Successful Employer Engagement Program (All)**
Ann Mansfield & Kim Kinahan | Turner C

12:00pm – 2:00pm: General Session | *Turner B*

Lunch, Hyink Scholarships and CIWEA Business Meeting

2:00pm - 3:00pm: Workshops

- **Diverse Technologies Available to Support Students with Disabilities (All)**
Joshua Hori | Turner B
- **Think! A Reliable Framework for Understanding Hiring Employers (All)**
Elisabeth Sanders-Park | Turner A
- **Navigating the Maze of International Internships: Aligning Programs & Assessing Providers (All)**
Jaqueline Martinez | Turner C

3:00pm – 3:15pm: Break

3:15pm - 4:30pm: Best Practices Session | *Turner B*

- **Four-Year Best Practices (4 yr)**
De'Neatria "Nykky" Robinson (UC Riverside) & Christina Moreno-Donato (Cal Poly Pomona) | Turner C
- **Two-Year Best Practices (2 yr)**
John Woodard (Mesa & Mira Costa Community College) & Carol Bernardo (Cosumnes River College) | Turner A

4:30pm: President's Reception

Join us for a hosted bar and light refreshments!

FRIDAY, MARCH 29

8:00am - 9:30am: Check In & Networking | *Turner B*

9:30am - 10:30am: **General Session: Employer Panel**

The Buck Institute | Thelma Garcia

Enterprise Rent-a-Car/Enterprise Holdings | Casey Porter

Kaiser Permanente | Felicia Duncan

Workday | Daryl Graves

10:30am – 10:45am: Break

10:45am - 11:45am: Workshops

- **Rethinking Student Résumés: Enhance & Update Your Résumé Toolkit So Students Get the Interview (All)**

Julie Collier | Turner C

- **Helping First-Gen & Under-Represented Students Land Internships & Jobs (All)**

Sean O'Keefe & Ismail Azam | Turner A

12:00pm - 2:00pm: General Session | *Turner B*

Lunch and Employer/Program Awards

2:00pm - 3:00pm: Closing Session | *Turner B*

LinkedIn: Creating Economic Opportunity for Every Member of the Global Workforce

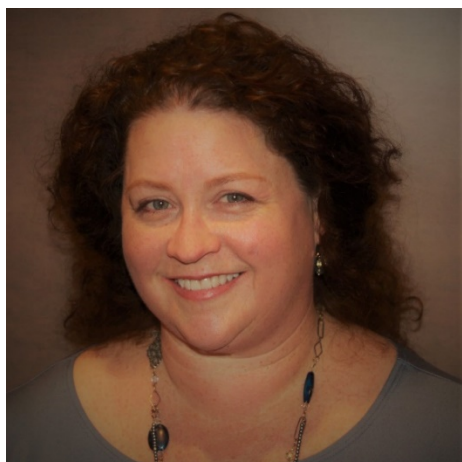
Ryan Zervakos | Higher Education at Lynda.com & LinkedIn Learning

3:00pm: Adjourn

KEYNOTE SPEAKER

No One is Unemployable!

Elisabeth Sanders-Park | WORKNET SOLUTIONS



Elisabeth is the President of WorkNet Solutions and a nationally-recognized expert in career development for people making tough career transitions. She authored the L.A. Times' top 10 career book "No One Is Unemployable" and "The 6 Reasons You'll Get the Job," writes the 'Working with Difficult Clients' column for CPAD's international newsletter, and partnered with businesses to craft The Workplace Excellence Series to teach soft skills.

Over the last 15+ years, she has trained more than 25,000 professionals and impacted the lives of more than 1 million people across the U.S., Canada, and Australia.

Her mission is to inspire and equip practitioners to increase outcomes for job seekers at all levels, and especially those facing barriers. She is known for delivering a powerful blend of hope, innovation, and practicality with wisdom and humor.

CLOSING SESSION SPEAKER

LinkedIn: Creating Economic Opportunity for Every Member of the Global Workforce

Ryan Zervakos | Higher Education at Lynda.com & LinkedIn Learning



LinkedIn's vision is to help "create economic opportunity for every member of the global workforce." Please join us for a discussion on how our ambassadors are trying to change the narrative on what people think of LinkedIn and how to best use the platform. Along with some insight into their ethos, Ryan will also be discussing their Economic Graph project where they are trying to digitally map the global economy using LinkedIn Data.

Ryan Zervakos is a Southern California native and attended the University of Southern California with a Navy scholarship as part of the NROTC program. After graduating with a Business degree, he was commissioned in the US Navy's flight program. Ryan settled back in Southern California in 2009 working in the e-learning industry.

LinkedIn came along 3 years ago and fit perfectly with his passion for learning and giving him the ability to live out the LinkedIn ethos; dream big, have fun and make things happen! Now working specifically with Colleges and Universities it is his mission to make sure every student knows how and why to use LinkedIn to create their own personal professional brand.

EMPLOYER PANELISTS

Thelma Garcia | *Buck Institute for Research on Aging*

Thelma Yaneth Garcia, Ph.D. is a Laboratory Research and Administrative Manager in the Newman laboratory at the Buck Institute for Research on Aging and in the Division of Geriatrics in Novato, CA. Newman's lab studies the molecular details of how diet and fasting regulate the genes and pathways that in turn control aging, focusing on the ketone body beta-hydroxybutyrate and how its molecular signaling activities involving epigenetics and inflammation regulate aging and memory in mice.

Dr. Garcia's entire education has been ranked cum laude (or more) with undergraduate education at both Santa Rosa Junior College and Sonoma State University where she obtained her first scientific journal publication. She completed a Ph.D. in Chemistry in 2009 at UC Davis with Distinguished Professor Dr. Balch in Polymorphs and Chemical Bonding and Crystallization of Unstable Molecules. She is also an active mentor at UC Davis Puente Program, SRJC Stem and MESA Program. Dr. Garcia is a member of the MESA's Local Industry and Education Advisory Board and has briefly taught chemistry at various junior colleges (Marin CC, SSU, and Sac State). She successfully managed and build from bottom up two important research laboratories, and assisted in transferring a lab to UCSF. Dr. Garcia is native from Mexicali, Baja California, Mexico where she completed a certification in Business and another one as a Program Analyst before she graduated from second highest rank in Mexico, preparatory school, CETYS, along with the son of the president at the time. She has two young children and an adult step-son. She enjoys outdoors, shopping, reading, watching documentaries and learning about different cultures.

About the program:

The Buck Institute provides this opportunity through the SENS Research Foundation (SRF). The SRF Summer scholars program offers undergraduate students the opportunity to conduct biomedical research to combat age-related diseases including Alzheimer's, Parkinson's and cancer. Under the guidance of a scientific mentor, each Summer Scholar is responsible for his or her own research project in such areas as genetic engineering and stem cell research.

The Summer scholars program emphasizes development of both laboratory and communication skills to develop well-rounded future scientists, healthcare professionals, and policy makers. Students participating in the program will hone their writing skills via periodic reports, which are designed to emulate text scientists commonly must produce. At the end of the summer, students will have the opportunity to put all of their newly developed communication skills into practice at a student symposium.

Felicia Duncan | *Kaiser Permanente*

For the past 13 years Felicia Duncan has worked in youth employment helping students develop their work skills to remain competitive in the modern day work force. Past assignments have included University of California, MESA program and City of Oakland, Mayor's Summer Jobs Program. Currently as the program manager for the Kaiser Permanente *KP LAUNCH high school and college intern program*, she is responsible for placing over 300 under-represented students in positions across northern California in paid summer intern opportunities in information technology, human resources, public health, financial services, business administration and a variety of health disciplines. "I'm committed to youth development as I wish I had an advocate like myself when I was finding my way. I am honored to serve".

EMPLOYER PANELISTS

Casey Porter | Enterprise Rent-a-Car/Enterprise Holdings

Casey just celebrated his 18th anniversary with Enterprise Holdings. After starting as an Intern in 2000, he earned promotions multiple times within Northern California. In 2008 Casey earned a promotion to Area Manager over the Peninsula territory responsible for employee development, customer service, growth and profits of 12 offices. His journey has now led him to a career within Enterprise as the Talent Acquisition Manager for the South Bay (San Mateo to San Jose - including Monterey Bay and Santa Cruz). In his current role, Casey travels to Bay Area schools sharing the Enterprise story and recruiting talent to join the Enterprise family.

About the Management Trainee Internship Program:

Internships play an integral role in the success of Enterprise and are a comprehensive introduction to their Management Training Program. For a college student, real-world professional business experience can set students above the rest when they enter the job market.

Enterprise interns go at a highly energized pace. From day one as a paid intern with Enterprise they learn what it takes to run a successful business and acquire highly marketable skills and experience pertaining to every aspect of operating a business. Enterprise college interns take on the same challenges as Enterprise first and second year full-time professionals. It's a team-based environment where the Enterprise employees are supportive and make for fun and enriching work.

Daryl Graves | Workday

Daryl's role focuses on creating pipeline for underrepresented talent. He has over 20 years as a Senior Systems/Operations Engineer with a substantial mission critical, E-commerce skillset. He is a staunch advocate for human rights, and is a self-professed student in the class of life. He was born in San Francisco, and grew up in the South (Atlanta, GA and Birmingham, AL) before returning the Bay Area. Daryl currently resides in Discovery Bay with his wife of 10 years and their 5 year old boy/girl twins. *Quote:* Not everything that is faced can be changed, but nothing can be changed until it is faced. - James Baldwin

About the program:

Quality work earns respect at Workday. In fact, many of the application enhancements created by our interns have made it into the final product. In return for your dedication, we provide competitive pay, housing options, mentors, and opportunities that go beyond just work.

Speaker Series: In this series workmates meet with company leaders, learn about new product lines, and gain an overview of Workday from different perspectives.

Career and Life Connections: Interns gain exciting, unique insight into how our company works as they connect with other workmates in every area of the business.

Campus Ambassador Program: In this program, returning students spread the word about Workday on their college campuses, grow connections, and take the lead in our college recruiting efforts by sharing the Workday experience.

CONCURRENT WORKSHOP SESSIONS

Thursday, March 28 | 10:30am – 11:30am

Turner B

Revamping Work Experience for Online Tracking & Partnership Building (2 yr)

Shawn Fawcett, Work Based Learning & Work Experience Coordinator, San Diego Mesa College

SDCCD has revamped our Work Experience process for consistency across campuses and accessibility for students. Mesa College has taken it further in transitioning our paper process to an online system, leading to a much more streamlined process for students/employers and removing workload from faculty so they can intentionally support students. The data from our online forms will also allow for strategic tracking of Work Experience students and open up opportunities for the campus to grow partnerships with companies involved in WE. This workshop will involve a lecture to showcase our updated process and discussion of WE best practices.

Turner A

Jobspeaker Presentation - *GOLD SPONSOR* (All)

Jarlath O'Carroll, CEO, Jobspeaker

Jarlath O'Carroll, CEO and founder of Jobspeaker, will provide a demonstration on the value of using Jobspeaker to bridge the gap between Education and Employment for the skills based economy. The platform automatically builds a skill profile for each student based on your curriculum - enabling your students to attract the right employers, so they can identify and hire your students based on their unique skill set. Jobspeaker's Mobile-First online platform enables institutions to create, manage and collaborate with employers on work experience and internship opportunities, and also provides extensive reporting and data analytics. See why dozens of educational institutions are using Jobspeaker to connect and manage student and employers.

Turner C

Best Practices & Strategies for a Successful Employer Engagement Program (All)

Ann Mansfield, Job Developer & Kim Kinahan, Job Developer, Santa Rosa Junior College

1. Best practices, tools, ideas and strategies currently being utilized by Job Developers/Work Experience & Internship faculty and Career Services staff to successfully create dynamic employer and student engagements on-campus.
2. Join us for a robust conversation and Guided Roundtable on Employer Engagement. This roundtable discussion will be an opportunity to share your best tools, strategies and events that are working for your students, faculty and local employers. If you are new to the game, this is an excellent opportunity to learn what is working and what is not.
3. A brief summary of SRJC's Employer Engagement Program will lead off and then the presenters will allow the participants' time to share their programs.

Turner B

Diverse Technologies Available to Support Students with Disabilities (All)

Joshua Hori, Accessible Technology Analyst, UC Davis

Do you work with individuals who need special accommodations to work? Are you aware of the diverse technologies available to accommodate individuals and make your environment more inclusive? Join me and expand your awareness of the available technologies and how we use it with students; using a mind map to consider a user's needs and match with corresponding technologies. Start your own technology toolbox to use when working to accommodate individuals in the workplace.

Turner A

Think! A Reliable Framework for Understanding Hiring Employers (All)

Elisabeth Sanders-Park, President, WorkNet Solutions

For many of us, success depends on understanding employer behavior, reactions, and mindset... but they can seem mysterious! Based on more than 20 years serving tough-to-place job seekers and employers across the globe, we have created a memorable, reliable framework for "thinking like the employer." Even employers say it helps them clarify their own thinking! It will increase confidence, decrease job search time, improve placement, retention and advancement rates, and offer clarity throughout the process. Whether you serve job seekers, career changers, students or businesses, you gain practical tips you can use immediately.

Turner C

Navigating the Maze of International Internships: Aligning Programs & Assessing Providers (All)

Jaqueline Martinez, Director of Academic Affairs, CEA Study Abroad

Identifying internship program models that align with your student and university needs and then assessing program providers who will be your ideal partner in supporting student success.

As CEA's Director of Academic Affairs, Jacqueline Martinez has over 19 years of experience in higher education. Dr. Martinez manages CEA's day-to-day Academic Operations based at CEA's Headquarters in Phoenix. Jacqueline works closely with all CEA departments to ensure CEA remains compliant with the University of New Haven (UNH), CEA's School of Record, for all faculty approvals, curriculum design, academic facility approvals, and course credit assignment. She also manages CEA's annual Academic Performance Review (APR) process coordinating logistics between CEA & UNH, writing the self-study, and ensuring CEA remains compliant with recommendations made by the APR peer-review panel to enhance Study Center operations. In addition, she also oversees efforts for continuous improvement with enhancing student learning outcomes, student pre-departure, teaching methodology, student satisfaction, academic integrity, assessment initiatives and the overall student experience.

Thursday, March 28 | 3:15pm-4:30pm

Turner B

Two-Year Best Practices

Carol Bernardo, Professor & Program Coordinator, Work Experience Education & Internship Program, Cosumnes River College

John Woodard, Cooperative Work Experience Instructor, Mira Costa College

Participate in an open discussion of questions and answers with career development and employer relations professionals. General topics will include vetting paid/unpaid internships, curricular preparation for internships and career readiness, and liability/insurance suggestions.

Turner B

Four-Year Best Practices

De'Neatria Robinson, Internship Coordinator/Career Counselor, UC Riverside

Christina Moreno-Donato, Internship & Cooperative Education Analyst, Cal Poly Pomona

Participate in an open discussion of questions and answers with career development and employer relations professionals. General topics will include vetting paid/unpaid internships, curricular preparation for internships and career readiness, and liability/insurance suggestions.

Friday, March 29 | 10:45am-11:45am

Turner C

Rethinking Student Résumés: Enhance & Update Your Résumé Toolkit So Students Get the Interview (All)

Julie Collier, Faculty Coordinator, Work Experience & Internship Program, Folsom Lake College

Help your students write more powerful resumes! Re-energize your resume writing skills and empower students from all backgrounds. Learn content, formatting and grammar tips that reflect current best practices. We will engage in both group and individual activities to give you hands-on practice with strategies, ideas and materials from the Resume Writing Academy.

- Craft an impactful headline
- Create a powerful career summary that positions your client for their desired goal
- Choose formatting for maximum readability
- Delete resume 'fluff' that takes up valuable space
- Identify grammar, punctuation and spelling faux pas
- Learn punctuation you never knew about

Turner A

Helping First-Gen & Under-Represented Students Land Internships & Jobs (All)

Sean O'Keefe, Director of Impact, Empowered Students/Professor, Santa Clara University

Ismail Azam, Former Student

This session will provide evidence-based practices for how to assist students in taking action to achieve their career goals. Audience members will: Be empowered with tools and strategies to drive better career-related outcomes for first-gen students; Learn proven interviewing techniques and strategies tailored for first-gen students, and; Be educated on the various resources available to specifically assist their first-gen students in landing internship and jobs upon graduation.

OUTSTANDING COLLEGE/UNIVERSITY PROGRAM AWARD

The California Internship & Work Experience Association annually recognizes schools who model exemplary internship and work experience programs. CIWEA does this in an effort to support and encourage organizations to continue offering resources and opportunities for students to succeed.

Members are encouraged to nominate outstanding college/university internship or work experience programs each year. The nominator must be a CIWEA member, but the nominee (school) does not have to be an association member.

2019 Outstanding 4-year College Program Recipient

MENLO COLLEGE

2019 Outstanding 2-year College Program Recipient

COLLEGE OF THE CANYONS

Past Recipients:

- | | |
|------|--|
| 2017 | Emerson College, Los Angeles Center
College of the Canyons |
| 2016 | Cal Poly Pomona London Internship Program
Folsom Lake College |
| 2015 | Los Angeles Valley College |
| 2014 | Sierra College |

OUTSTANDING EMPLOYER AWARD

The California Internship & Work Experience Association annually recognizes employers who model exemplary internship and work experience programs. CIWEA does this in an effort to support and encourage organizations to continue offering resources and opportunities for students to succeed.

Nominations

Members are encouraged to nominate outstanding employer internship or work experience programs each year. The nominator must be a CIWEA member, but the nominee (school or employer) does not have to be an association member.

2019 Outstanding Employer Recipients

CITY OF SANTA CLARITA

ZPower

Past Recipients:

- 2018 Arcel Design, Inc.
 Volunteer Income Tax Association (VITA)

- 2017 California Musical Theatre
 California Film Commission

- 2016 City of Los Angeles, Los Angeles Police Department, Motor Transport Division
 Northrop Grumman

- 2015 Universal Studios Hollywood Technician Program
 Shriners Hospitals for Children HVAC Department

- 2014 Alliance to Save Energy's PowerSave Campus Program

BERNARD L. HYINK SCHOLARSHIP

Dr. Bernard L. Hyink or “Bernie” to those who knew or worked with him was a past president (1976-77) of the California Cooperative Education & Internship Association (now CIWEA) and a past president (1980-81) of the national Cooperative Education & Internship Association (CEIA).

Bernie Hyink joined the California State University, Fullerton faculty in 1960 (the first year classes were held on the campus’s permanent site) and a decade later served for two years as president of California State University, Sacramento. Hyink returned to CSUF in 1973 to teach and also launched the Center for Internships and Cooperative Education (now the Center for Internships & Community Engagement) that same year, serving as its inaugural director. The center was the first of its kind on the West Coast.

Bernie was a Professor of Political Science. He also served as a professor at the University of Tehran in 1956. Hyink received his Bachelor of Arts degree from the University of Redlands, his Masters of Arts degree from UC Berkeley and Ph.D. from USC. He retired in 1981. Bernie was always passionate about student learning through internship and cooperative education programs. In the 90’s, CIWEA renamed its student scholarship in his honor. Dr. Bernard L. Hyink passed away June 24, 2004 in Fullerton, CA.

Scholarship Eligibility

Each year, students who have participated in internship and work experience programs managed by CIWEA members (colleges, universities, or employers) are eligible to apply for the Bernard L. Hyink Scholarship. One student attending a two-year college and one student attending a four-year college or university are selected to receive a \$1,000 scholarship each. Students apply through a CIWEA member on their campus or internship/work site by submitting an essay that describes how their academic internship, co-op, or work experience has influenced their career choice.

2019 Bernard Hyink Scholarship 4-year College/University Recipient

ALYSSA MIELKE

William Jessup University

4-Year College/University Runner Up: Shan Pyarali, UC Irvine

2019 Bernard Hyink Scholarship 2-year College Recipient

SHALINI BHATIA

Community College of San Francisco

2-Year College Runner Up: Norman Sween, Santa Rosa Junior College

Past Recipients:

2018	Four-Year College/University Student: Jessica Santavanond, <i>Cal Poly Pomona</i> Two-Year College Student: Sarah Olsen, <i>Mira Costa College</i>
2017	Four-Year College/University Student: Miriam Perez, <i>Cal Poly Pomona</i> Two-Year College Student: Gerardo Reyes, <i>College of the Canyons</i>
2016	Four-Year College/University Student: Alia Bonetti, <i>CSU Long Beach</i> Two-Year College Student: Courtney Wiscarson, <i>College of the Canyons</i>
2015	Four-Year College/University Student: Shilpa Bonghir, <i>Occidental College</i> Two-Year College Student: Brianna Bottle, <i>Mira Costa College</i>

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CIWEA PAST PRESIDENTS

2014-2017	Carol Bernardo	<i>Cosumnes River College</i>
2013-2014	Katrina Davy	<i>University of California, Los Angeles</i>
2011-2013	David Wahl	<i>Los Medanos College</i>
2009-2011	Maureen Schaukowitch	<i>Loyola Marymount University</i>
2008-2009	Dan Jenkins	<i>Mendocino College</i>

ACKNOWLEDGEMENTS

We would like to express our sincere gratitude to those who gave their time and support to make our 2019 CIWEA Annual Conference possible.

Conference Committee

Christy Jewell, *William Jessup University, Co-chair*
Rachael Brown, *Mount San Antonio College, Co-chair*
Mariaelena Marciano, *CSU East Bay*
Dylan Houle, *Menlo College*
Brook Oliver, *Sierra College*
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De'Neatria "Nyky" Robinson, *UC Riverside*
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Gina Bogna, *College of the Canyons*
Christy Jewell, *William Jessup University*

Special Thanks

Mt. San Antonio College (Printing)

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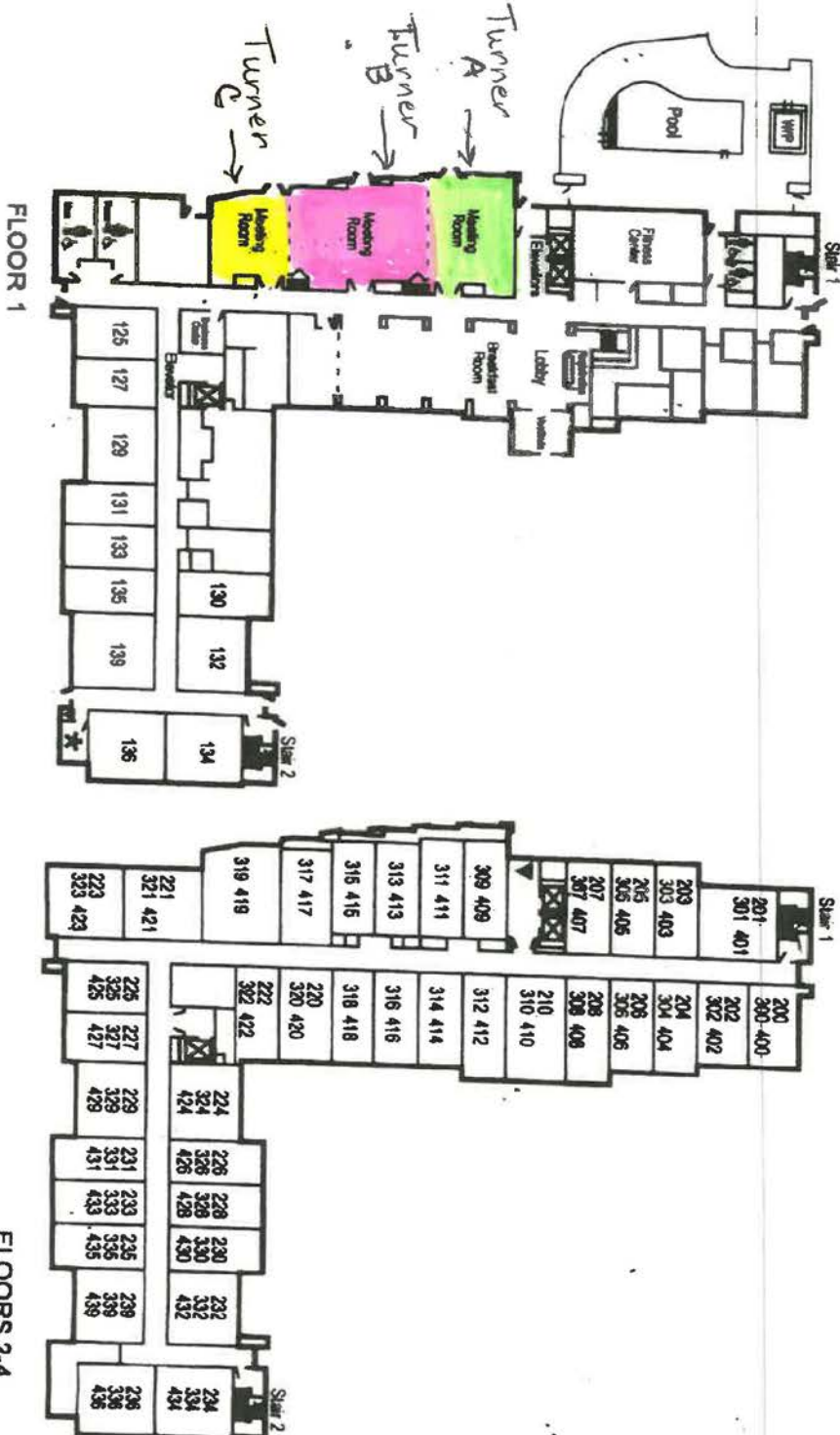
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- * Guest Laundry Fl. 1
- Check-in: 3:00 PM
- Check-out: 12:00 Noon



CIWEA 2019 CONFERENCE

Thank you valued sponsors!

GOLD



SILVER



FOUNDATION *for* CALIFORNIA
COMMUNITY COLLEGES



